

# Media Release



## iiNet signs three year partnership agreement with the Hawks

**6 October 2012:** iiNet, the leading challenger in Australia's telecommunications market, has joined forces with the iconic Hawthorn Football Club, today announcing a three year partnership agreement.

The partnership will see iiNet feature prominently on the back of the Hawks Guernsey and on the new 2013 range of Hawks apparel.

Wendy Walker, iiNet's Chief Marketing Officer said, "We're delighted to be joining the Hawks family with such strong performance and stability both on and off the field, and see this partnership as a perfect fit for us."

"As well as having an incredibly strong culture within the club, Hawthorn lead by doing things in new and different ways. This strong culture and passion for innovation is shared by us at iiNet, and like Hawthorn, is central to everything we do."

"It's fantastic that the Hawks were able to reach the grand final this season, and we're excited about working with the club over the next three years to make our partnership a successful one," she said.

Stuart Fox, Hawthorn Football Club Chief Executive Officer, welcomed the announcement.

"We're delighted to have an organisation the calibre of iiNet partner with the Club, as the close synergies between our respective brands makes for a great fit and will deliver wide-reaching benefits for both organisations," he said.

"In iiNet, Hawthorn has found an organisation that values investment in innovation and best practice, and we look forward to further engaging our supporters with ground-breaking match-day activations and providing member households with advanced technology through the partnership."

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### **For further information, please contact:**

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### **About iiNet**

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2,000 inquisitive staff across four countries and support over 1.7 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.

